

USDA Foreign Agricultural Service

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Global Agricultural Information Network

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Report Highlights:

ATO Tokyo Sponsors the USA Pavilion at FOODEX JAPAN 2015; Ambassador Kennedy Observes Silkworms for Genetically Engineered Application; Agricultural Exchanges Continue to Strengthen Ties between Japan and the United States; Napa Valley Vintners Wine by the Glass Campaign Award Ceremony

General Information:

The Wasabi

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ATO Tokyo Sponsors the USA Pavilion at FOODEX JAPAN 2015: During March 3-6, the Tokyo Agricultural Trade Office (ATO) organized a large USA Pavilion at FOODEX JAPAN 2015, the largest trade-only food show in Asia. Over 77,360 trade-only visitors all over Japan, as well as Korea, Taiwan, and Southeast Asia attended the show. This year, the U.S. pavilion had 63 exhibitors who reported on-site and projected sales of almost

2015,
show
from
China,
year,
\$29



million.

During



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first day of the show, U.S. Ambassador to Japan, Caroline Kennedy, toured the USA Pavilion and gave remarks to the press in support of the USA Pavilion, in addition to U.S. agricultural and food exports. The Ambassador's presence resulted in extensive media coverage, including major newspapers and television, for the USA Pavilion and FOODEX. The ATO presented a "Brand USA Food Tasting Booth" at the pavilion, which highlighted different U.S. products throughout the show such as American craft beer, grapefruit, rice,

wine, nuts and whiskey. The ATO also gave a presentation at the "World Beer Festa," an event held by the FOODEX organizers, where a wide range of U.S. beers were introduced to Japan's largest craft beer importers. Both events were popular and well attended by Japanese buyers.

Ambassador Kennedy Observes Silkworms for Genetically Engineered Application: Senior Agricultural Attaché Elizabeth Autry Agricultural Specialist Suguru Sato accompanied Ambassador Kennedy on a visit to the National Institute of Agrobiological Sciences March 9, 2015, where she learned about the history of silk production the advantages of using silkworms for genetically engineered (GE) applications. While there, she also had the opportunity to see a fluorescent silk wedding dress, observe silk worms, and operate laboratory equipment that inserts genes into a silkworm egg.



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Agricultural Exchanges Continue to Strengthen Ties between Japan and United States:

On March 19, 2015, Japan Agricultural Exchange Council (JAEC) held an orientation seminar sending-off ceremony for 55 young Japanese agricultural trainees who participate in a nineteen month-long training program in the United States. As part of their training, the Japanese trainees will stay and work on U.S. farms while learning about many aspects of agriculture, including marketing, agricultural technologies and cultural practices. At the seminar, U.S. Embassy Tokyo Agricultural Attaché Evan Mangino gave the trainees an overview of what U.S. agriculture looks like today, highlighting the diversity of U.S. farms and products. The trainees were



平成26年度米国派遣農業研修生 壮行会 2015年3月19日 於：国立オリンピック記念青少年総合センター



cooperation and this seminar reinforced that relationship and the Office of Agricultural Affairs' outreach efforts.

Napa Valley Vintners (NVV) Wine by the Glass Campaign Award Ceremony: ATO Tokyo joined 11 restaurant guests, six media representatives, and 14 wine importers at the NVV Wine by the Glass Award Ceremony on February 26, 2015. NVV awards for restaurants included a number of categories such as "Highest Sales Amount," "Most Bottles Sold," and "First Year Best Seller." The winning restaurants were excited to receive these awards and are already looking forward to next year's campaign. The wine by the glass campaigns have proven successful for NVV as well as many wine organizations in Japan and continue to attract restaurant participation.



This year's award ceremony also served as an educational event for the media when NVV Japan Representative, Ema Goto, mapped out the various grape regions and taste characteristics of the varieties grown in Napa Valley on a black paper tablecloth. Using gold and white markers Ms. Goto, along with importers and guests, jotted their thoughts directly on the black tablecloth to share with fellow participants.

Ms. Goto put her culinary training to work by developing recipes and menus to pair wines supplied by the importers.

Some delicious pairings included, Prime Rib Steak Wrapped with Sweet Corn with Chardonnays and

Black Peppered Prime Rib Steak with Shimeji Mushroom and Pesto paired with Cabernet Sauvignons.
